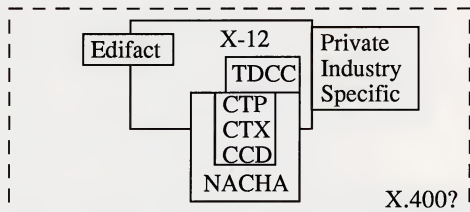


## EDI Standards Relationships



INPUT

NOTES:

EQAD-GE-1



## GE Goals

- Reduce Costs \$250 Million
- Improve Profits by .5% U.S. Revenues
- Increase Market Share

INPUT

NOTES:

EQAD-GE-2



EDI/Sales Side

## Sales Staff Issues

- Fear of Change
- Compensation Issues

INPUT

NOTES:

EQAD-GE-3



EDI/Sales Side

## EDI Sales Policy

- Feedback
- Less Paperwork
- More Contact
- More Development
- Compensation

INPUT

NOTES:

EQAD-GE-5





EDI/Sales Side

## Sales Staff Issues

Management Response:



EDI Sales Policy

INPUT

NOTES:

EQAD-GE-4



EDI/Sales Side

## EDI IS Telemarketing

- Incoming Orders
- Data-Driven Sales
- Customer Service

INPUT

NOTES:

EQAD-GE-6



## Standards Interfusion

X12 → Edifact 400

Pro: Edifact—"The True Faith"

Con: X.400 Cycle Is 4 Years  
Varieties of X.400?

When: 2-10 Years

INPUT

NOTES:

EQAD-GE-7



## Standards Interfusion

UCS  $\longleftrightarrow$  X12

Pro: Companies Now Using Both

Con: "Ain't Broke—Why Fix It?"

When: 2-5 Years

INPUT

NOTES:

EQAD-GE-8





## Standards Interfusion

TDCC  $\longleftrightarrow$  X12

Pro: Would Solve Coordination  
Problems

Con: Work Load Issues

When: 4-10 Years

INPUT

NOTES:

EQAD-GE-9



## Standards Interfusion

Proprietary —————→ X12  
Industry Specific

Pro: "Go with the Flow"

Con: Ease of Change

When: Now

INPUT

NOTES:

EQAD-GE-10



## Standards Interfusion

X12  $\longleftrightarrow$  Insurance  
(IIR/Acord)

Pro: Useful in Mortgage Banking,  
Transportation, Others?

Con: Coordination Issues

When: 2 Years (Real Estate)

INPUT

NOTES:

EQAD-GE-11



## Texas Instruments

- Centralized Worldwide
- T I's Own Network
- Provides "Free" Consulting
- Evaluating Graphics and Catalogs

INPUT

NOTES:

EQAD-GE-12





## WESCO

- Survey Customer Inventory Levels  
→ Automatic Replacement Orders
- Access Through Any Branch—  
Redistributes
- VAN or Direct

INPUT

NOTES:

EQAD-GE-13



## IBM

- 1991 Goal—2,000 EDI Suppliers
- Save \$60 Million Annually

## DEC

- EDI Executive Committee
- Electronic Store

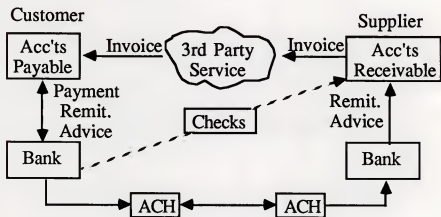
INPUT

NOTES:

EQAD-GE-14



## Banks in EDI



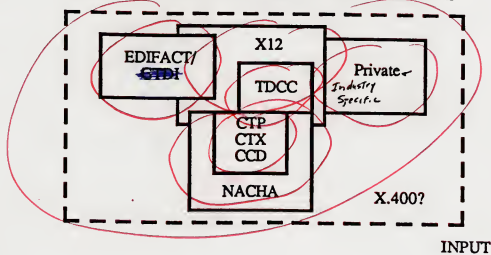
INPUT

NOTES:

EQAD-GE-15



# EDI STANDARDS RELATIONSHIPS



Can these boxes be  
made into circles

NOTES:

AFRAID  
NOT!

EQAO-98-1

ECON-1-16



14

INPUT





# GE GOALS

- REDUCE COSTS \$250 M
  - IMPROVE PROFITS BY .5% VS. REVENUES
  - INCREASE MARKET SHARE
- 
- 



EDI / Sales Side

SALES STAFF ISSUES

- o FEAR of CHANGE
- o COMPENSATION ISSUES



**Victor S. Wheatman**

1463 Highland Boulevard  
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(415) 538-6064

---

# EDI / Sales Side

SALES STAFF ISSUES

MANAGEMENT RESPONSE:

EDI SALES POLICY

~~• ~~Feedback~~~~

~~• ~~Handshake~~~~

~~• ~~More Personal Contact~~~~

~~• ~~MORE ACCOUNT DEVELOPMENT~~~~

= ~~MORE~~ HIGHER COMMISSIONS

Graphic



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Hayward, California 94542  
(415) 538-6064

---

EDI/SALES SIDE

## EDI SALES POLICY

- Feedback
- LESS PAPER WORK
- MORE CONTACT
- MORE DEVELOPMENT ~~RECEIPT~~
- COMPENSATION

~~HIGHER NET COMMISSIONS~~

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## EDI / SALES SIDE

EDI IS TELEMARKETING

- Incoming Orders
- ~~DATA~~ DATA <sup>driven</sup> Drives Sales
- Customer Service

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---

Handwritten red ink scribbles and marks, including a large central cross-like shape and several smaller strokes.

# STANDARDS INTERFUSION

X12 → EDIFACT 400

PRO: EDIFACT - "The True Faith"

CON: X.400 cycle is 4 years  
Varieties of X.400?

WHEN: 2 - 10 years



# STANDARDS INTERFUSION

UCS  $\longleftrightarrow$  X12

PRO: COMPANIES NOW USING BOTH

CON: "AIN'T BROKE - WHY FIX IT?"

WHEN: 2 - 5 YEARS

2

8

7



# STANDARDS INTER FUSION

~~DES~~

TDCL  $\longleftrightarrow$  X12

PRO: Would Solve Coordination Problems

CON: Work Load Issues

When: 4-10 years



9





# STANDARDS INTERFUSION

PROPRIETARY  
INDUSTRY SPECIFIC

→ X12

PRO: "Go With The Flow"

CON: EASE OF CHANGE

WHEN: NOW

3

10

9



# STANDARDS INTERFUSION

X12 → INSURANCE  
(HIR/ACORD)

PRO: Useful in Mortgage Banking,  
Transportation, others?

CON: Coordination Issues

WHEN: 2 years ~~before~~ (Real Estate)



# Texas Instruments

- ~~Centralized~~ ~~World wide~~
- TI's own network
- Provides "Free" Consulting
- Evaluating Graphics and Catalogs

✓



# WESCO

- Survey Customer Inventory Levels  
→ Automatic Replacement Orders
- Redistributes Incoming orders  
TO Closest Branch  
- reduces freight  
increases turn around
- Access Through Any Branch - Redistributes
- VAM or Direct





## 1B M

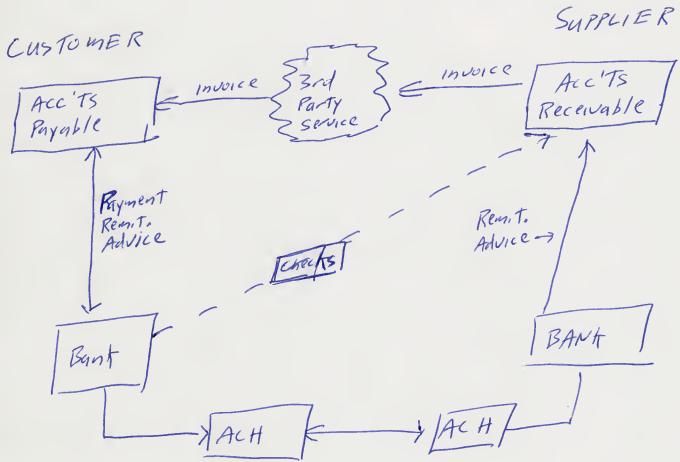
- 1991 goal - 2000 EDI Suppliers
- Save \$ 60 M Annually

## DEC

- EDI EXECUTIVE COMMITTEE
- ELECTRONIC STORE



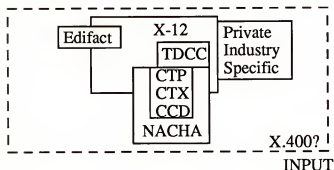
# BANKS IN EDI



15



## EDI Standards Relationships



### GE Goals

- Reduce Costs \$250 Million
- Improve Profits by .5% U.S. Revenues
- Increase Market Share

EDI/Sales Side

INPUT

### Sales Staff Issues

- Fear of Change
- Compensation Issues

INPUT

EDI/Sales Side

### Sales Staff Issues

Management Response:



EDI Sales Policy

INPUT

EDI/Sales Side

### EDI Sales Policy

- Feedback
- Less Paperwork
- More Contact
- More Development
- Compensation

EDI/Sales Side

INPUT

### EDI IS Telemarketing

- Incoming Orders
- Data-Driven Sales
- Customer Service

INPUT



## Standards Interfusion

X12 — Edifact 400

Pro: Edifact—"The True Faith"

Con: X.400 Cycle Is 4 Years  
Varieties of X.400?

When: 2-10 Years

INPUT

## Standards Interfusion

UCS ← X12

Pro: Companies Now Using Both

Con: "Ain't Broke—Why Fix It?"

When: 2-5 Years

INPUT

## Standards Interfusion

TDCC ← X12

Pro: Would Solve Coordination  
Problems

Con: Work Load Issues

When: 4-10 Years

INPUT

## Standards Interfusion

Proprietary — X12  
Industry Specific

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When: Now

INPUT

## Standards Interfusion

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(IIR/Acord)

Pro: Useful in Mortgage Banking,  
Transportation, Others?

Con: Coordination Issues

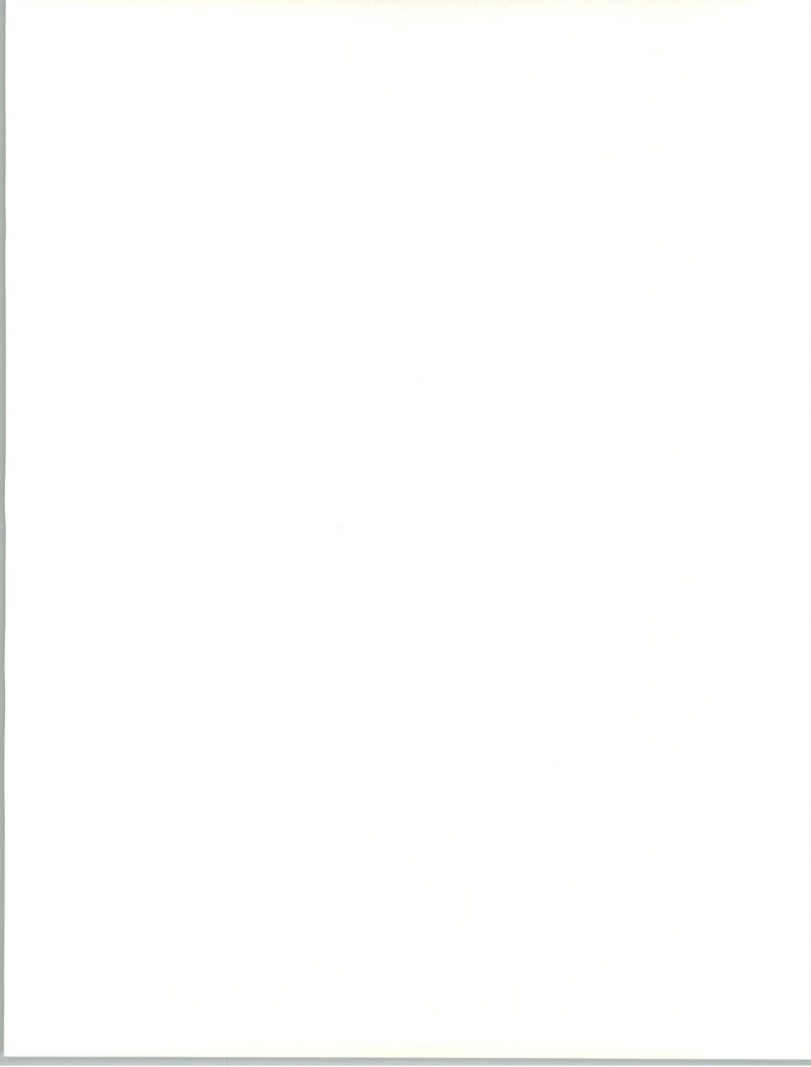
When: 2 Years (Real Estate)

INPUT

## Texas Instruments

- Centralized Worldwide
- T I's Own Network
- Provides "Free" Consulting
- Evaluating Graphics and Catalogs

INPUT





## WESCO

- Survey Customer Inventory Levels  
→ Automatic Replacement Orders
- Access Through Any Branch—  
Redistributes
- VAN or Direct

INPUT

## IBM

- 1991 Goal—2,000 EDI Suppliers
- Save \$60 Million Annually

## DEC

- EDI Executive Committee
- Electronic Store

INPUT

## Banks in EDI

